

## Message Text

UNCLASSIFIED

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66

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W  
----- 017003

R 201508Z APR 76  
FM AMEMBASSY STOCKHOLM  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 7376  
AMEMBASSY BRUSSELS  
AMEMBASSY LONDON

UNCLAS STOCKHOLM 2130

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: PRIVATE TRADE OPPORTUNITY

1. 401/01/0225
  2. 04/13/76
  3. TRUMME
  4. 401 SWEDEN
  5. IAD
  - 6A. REPLY TO --
  - 6B. MR. BERTIL RUNDGREN, MAN. DIR.
  - 6C. ARON HELLGREN TRADING AB  
KUNSGATAN 32  
S-111 35 STOCKHOLM, SWEDEN
  7. CABLE: N/A TELEX: 17952 TEL: 08/23 30 70
  8. --
  9. 111 AGENCY/112 DISTRIBUTORSHIP
  10. DESCRIPTION
- 3949571) SNOW SKIS.  
3949573) WINTER SPORTS EQUIPMENT.  
3851391) SUNGALSSES.  
2329119) DOWN FILLED JACKETS.  
3842361)-0000 FIRST AID KITS.  
2399031) SLEEPING BAGS AND BLANKETS.  
2394034) CAMPING TENTS.  
2393011) KNAPSACKS.  
343344X) PRIMUS HEATERS.

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COMPANY ESTIMATES ANNUAL SALES OF ABOUT SKR. 1 MILLION. THE COMPANY WAS ESTABLISHED IN 1975 TO IMPORT AND SELL SPORTING GOODS. IT HAS A SHARE CAPITAL OF SKR. 30 THOUSAND, WHOLLY OWNED BY MR. ARON HELLGREN, WHO ALSO OWNS GUNNAR JONSSON HEM-INREDNING AB IN SKELLEFTEA (SHARE CAPITAL SKR. 5 THOUSAND) AND 70 PERCENT OF THE BARON ORGANIZATION, INC., IN MIAMI, FLA., USA (US \$50 THOUSAND). THE SHARES OF THE LAST TWO COMPANIES WERE ACQUIRED DURING 1975. THESE COMPANIES ARE FINANCIALLY SOUND. PAYMENTS HAVE BEEN MET PROMPTLY. OWENS

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
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**Disposition Approved on Date:**  
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**Disposition Case Number:** n/a  
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**Disposition Date:** 01 JAN 1960  
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**Disposition Reason:**  
**Disposition Remarks:**  
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**Film Number:** D760149-0780  
**From:** STOCKHOLM  
**Handling Restrictions:** n/a  
**Image Path:**  
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**Line Count:** 71  
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**Office:** ACTION EUR  
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**Original Handling Restrictions:** n/a  
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